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## **Webinar: Reimbursement Strategies for Stem Cell and Regenerative Medicine Therapies**

### **Reimbursement Strategies Webinar**

#### **Planning Your Payment Strategy in Early Product Development**

#### **Webinar Information:**

The webinar was held on June 20, 2013. Please [click here](#) to watch a recording of the web on our website, including the question and answer section in the last 10 minutes of the presentation. (A version of the webinar is also available on WebEx)

Slides from the webinar are also available for download

#### **WEBINAR AGENDA**

##### **Expert Speakers:**

- **Michael Werner, J.D.**, Executive Director, Alliance for Regenerative Medicine; Partner at Holland & Knight, LLP
- **Randy Fenninger, J.D.**, Principal, Creek Crossing Advisors

##### **Topics:**

- Primer on coding, coverage and payment rules and processes that determine whether a regenerative medicine product will be reimbursed
- Understanding why you should develop and adopt a reimbursement strategy early in product development
- Understand how your reimbursement strategy and regulatory strategy coincide
- Understand how new reimbursement rules and payment models such as ACOs, payment bundling, and comparative effectiveness analysis will affect regenerative medicine technologies and develop strategies to succeed.
- Questions and Answers

##### **Resources:**

- Portfolio of briefs on reimbursement in regenerative medicine by the Alliance for Regenerative Medicine [pdf]

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**Source URL:** <http://www.cirm.ca.gov/agendas/05242013/webinar-reimbursement-strategies-stem-cell-and-regenerative-medicine-therapies>